**Chapter 4: Acquiring Data via a Questionnaire**

**Multiple Choice**

1. Which of the following is not characteristic of the questionnaire?

a. formalized schedule for collecting data

b. a unique control device in the data collection process

c. survey instrument

d. set of questions designed to generate data for specific objectives

e. All are characteristic of the questionnaire.

Answer: e

1. Which of the following is *not* part of the criteria for a good questionnaire?

a. considers the respondent

b. considers the computer hardware tabulating the results

c. provides decision-making information

d. meets data-processing requirements

e. All are part of the criteria for a good questionnaire.

Answer: b

1. Which of the following is not characteristic of open-ended questions?

a. ease of coding and tabulation of results

b. respondents get to reply in their own words

c. answers based on respondent’s frame of reference

d. can be used to interpret closed-ended questions

e. all of these are characteristic of open-ended questions

Answer: a

1. What type of question is the following?  
     
   Which of the following age categories best describes your age?  
   \_\_\_\_0-18 \_\_\_\_19-24 \_\_\_\_25-34 \_\_\_\_35 and over

a. dichotomous question

b. open-ended question

c. multiple choice question

d. scaled question

e. none of these

Answer: c

1. Which type of question does not allow the researcher to perform statistical analysis?

a. closed ended

b. multiple choice

c. open-ended

d. dichotomous

Answer: c

1. Which of the following is an incorrect statement concerning questionnaire layout?

a. Position threatening or sensitive questions last.

b. Allow plenty of space for open-ended questions.

c. Always place demographics questions at the beginning.

d. Position questions that require the most effort in the middle.

e. None of these is an incorrect statement.

Answer: c

1. Which of the following is not specifically part of the questionnaire evaluation process?

a. evaluating questionnaire length

b. the necessity of each of the questions

c. getting approval from a client

d. whether questions are needed to accomplish research objectives

e. All are part of the questionnaire evaluation process.

Answer: c

1. Which of the following is *not* a true statement concerning questionnaire development and the Internet?

a. It can be used to facilitate questionnaire development.

b. There is specialized software for online questionnaire development and implementation.

c. Questionnaires can be delivered to potential respondents via email.

d. Questionnaires can be posted on the market researcher’s website.

e. All of these are true.

Answer: e

1. Which of the following is a reason for increased costs of survey research?

a. premature termination of the interview

b. adding a security screener

c. trying to reach a qualified respondent

d. All of these are reasons for increased costs of survey research.

Answer: d

1. When a question has only two possible choices, it is referred to as a \_\_\_\_\_ question.

a. dichotomous

b. qualitative

c. multiple choice

d. scaled-response

e. none of these

Answer: a

1. Going through each question to ensure that skip patterns are followed and that required questions are answered is \_\_\_\_\_\_\_.

a. coding

b. scaling

c. editing

d. closing

e. none of these

Answer: c

1. “In the space below, please write down your three favorite flavors of ice cream” is an example of what type of question?

a. scaled response

b. dichotomous

c. open ended

d. closed ended

e. none of these

Answer: c

1. “Do you own a smartphone? \_\_\_\_YES \_\_\_\_NO” is an example of which type of question format?

a. scaled response

b. dichotomous

c. open ended

d. closed ended

e. none of these

Answer: b

1. “First National Bank is….. progressive \_\_\_\_|\_\_\_\_|\_\_\_\_|\_\_\_\_|\_\_\_\_ backward” is which of the following question formats?

a. scaled response

b. dichotomous

c. open ended

d. closed ended

e. none of these

Answer: a

1. A screening question is used to:

a. identify the right type of question for the final questionnaire.

b. check for respondent bias.

c. identify appropriate respondents for the survey.

d. to identify the right type of question for the final questionnaire and to check for respondent bias.

e. none of these

Answer: c

1. Which of the following questions potentially biases the respondents?

a. “We are conducting a study concerning the high quality of First National Bank services”

b. “Do you shop at a store like Wal-Mart?”

c. “How satisfied are you with McDonald’s food quality and location?”

d. all of these

Answer: a

1. A proper layout for a questionnaire is needed to:

a. make it attractive to the respondent.

b. elicit answers that are more carefully thought out and detailed.

c. impose standardization on the questionnaire.

d. compensate for poorly worded questions.

e. all of these

Answer: b

1. Questions that are sensitive and may embarrass the respondent should be positioned at the \_\_\_\_\_\_\_\_\_\_\_ of the survey.

a. beginning

b. middle

c. end

d. Such questions should not be asked at all.

Answer: c

1. The pretest of a questionnaire would not be done for:

a. getting the respondent’s reaction to the questionnaire.

b. checking for the appropriateness of the sample of respondents.

c. checking for misinterpretations by respondents.

d. checking for potentially biasing questions.

e. All of these would be part of a pretest.

Answer: b

1. It is important for surveys to include supervisor’s instructions in order to assist the \_\_\_\_\_\_\_.

a. client

b. field services firm

c. respondent

d. none of these

Answer: b

1. Which of the following types of questions would have the highest cost associated with its interpretation and tabulation?

a. open ended

b. dichotomous

c. multiple choice

d. scaled response

e. The cost would be equal for all.

Answer: a

1. Which of the following would *not* be a good practice regarding question sequencing?

a. general questions at the end

b. general questions at the beginning

c. sensitive questions at the end

d. questions requiring work in the middle

e. none of these

Answer: a

1. A researcher wants to develop a questionnaire that asks users of the product different questions than non-users. What technique should s/he use to accomplish this?

a. open-ended questions

b. piping

c. branching

d. non-response

Answer: c

1. \_\_\_\_\_\_\_ integrates responses from a question into later questions.

a. Piping

b. Editing

c. Branching

d. Coding

Answer: a

1. In the questionnaire design process, what is the first step?

a. Determine the data-collection method

b. Determine the question response format

c. Decide on question wording

d. Determine the survey objectives, resources, and constraints

Answer: d

1. \_\_\_\_\_\_\_\_\_\_ is achieved by avoiding ambiguous terminology, using reasonable, vernacular language adjusted to the target group, and asking only one question at a time.

a. Leadership

b. Clarity

c. Precision

d. None of these

Answer: b

1. Which of the following is not a general rule for creating web surveys for mobile devices?

a. Keep the number of scale points on rating items in the 5 to 7 range

b. Keep answer lists to maximum of 10 to 12 items

c. Present grids/batteries as individual questions

d. Generally work to minimize question wording

e. All of these are general rules

Answer: e

1. Which of the following is not a way to reduce respondent fatigue?

a. Add a progress bar at the top of the screen

b. Using a shorter survey

c. Give an honest estimate of the time required

d. Use the same type of questions so respondent becomes familiar with the format

e. Make the survey fun

Answer: d

1. A newer approach to coding open-ended questions is called what?

a. Artificial intelligence

b. Using a code book

c. Data coding

d. Data framing

e. The semantic technique

Answer: e

1. Which of the following is not a tip for designing a smartphone or tablet questionnaire?

a. Reduce the number of words in the questions.

b. Test on multiple devices.

c. Avoid scrolling designs.

d. Design for portrait view.

e. Remember the reality of the real estate.

Answer: d

**True /False**

1. In the marketing research process, the questionnaire precedes survey objectives and comes after data analysis.

Answer: False

1. Once the questionnaire has been designed and pretested, the researcher can decide on how the data will be collected.

Answer: False

1. Survey objectives should utilize abbreviations and slang.

Answer: False

1. Closed-ended questions require less time to prepare for data processing than open-ended questions.

Answer: True

1. A yes-no question is an example of a dichotomous question.

Answer: True

1. One of the characteristics that separate multiple-choice questions from scaled questions is that scaled questions attempt to capture the intensity of the respondent’s feelings.

Answer: True

1. Screening questions are used to determine if someone is qualified to participate in a study.

Answer: True

1. Preparing the final questionnaire copy is the last step in the questionnaire design process.

Answer: False

1. Open-ended questions provide more detailed information than scaled questions.

Answer: True

1. Open-ended questions, by their nature, do not need to be coded for data analysis.

Answer: False

1. A researcher who wants to know consumers’ perceptions of the taste and temperature of a restaurant’s food should combine these attributes into a single question.

Answer: False

1. When writing a questionnaire, it is often effective to use industry jargon.

Answer: False

1. In a survey, there should never be a model introduction/opening and closing.

Answer: False

1. Facebook can be used as a survey research platform.

Answer: True

1. A questionnaire must translate survey objectives into specific questions to solicit the required information from respondents.

Answer: True

1. To avoid the problem of a respondent’s inability to recall, the researcher should keep the referenced time periods relatively short.

Answer: True

1. Field management companies generally have design and analytical capabilities.

Answer: False

1. One reason response rates can be low is respondent fatigue.

Answer: True

1. Any survey over 15 minutes long is always subject to interviewee fatigue.

Answer: False

1. A concept is a specific idea.

Answer: False

1. Concept extraction will essentially create the codeframe.

Answer: True

1. Sentiment extraction refers to the identification of quantitative information.

Answer: False

1. Surveys designed to be taken on a smartphone should always be designed in portrait view.

Answer: False

**Essay Questions**

1. Comment on each problem you find in the short questionnaire that follows. Then revise the questionnaire so that it is reliable. The objective of the questionnaire is to determine respondent buyer intentions regarding the purchase of a new car.

Please indicate your income: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

When will buy your next car? \_\_\_\_\_\_\_\_\_\_\_\_

Age Category: \_\_\_0-18 \_\_\_19-24 \_\_\_35-44 \_\_\_45 & over

How much will spend on your next car? \_\_\_\_\_\_\_\_\_\_\_

List the types of cars you will consider in your next purchase:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

What is the make and model of your present car? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Answer: This questionnaire has some obvious flaws such as nonexhaustive categories, insensitive open-ended questions, and the incorrect sequencing of questions.

1. Why do open-ended questions require more time (and money) to evaluate than closed-ended questions?

Answer: Open-ended questions do not have a preset list of answers that can be precoded during questionnaire development, as do closed-ended questions. In addition, the coding of open-ended questions has to be done as responses are generated, or after the survey process has been completed. The increased labor costs comes from grouping the open-ended questions into a discrete number of similar response categories, so they can be evaluated.

1. In questionnaire design, what is a “skip pattern?” Provide an example to illustrate your answer.

Answer: A skip pattern is a sequence in which questions are answered, based on the respondent’s answers. For example:

Question: Do you smoke more than two packs of cigarettes per day?  
\_\_\_\_Yes (Go to Question 3) \_\_\_\_No (Skip to Question 10)

1. What are field management companies and when are they cost effective?

Answer: Field management companies are firms that provide support services such as questionnaire formatting, screener writing, and coordination of data collection. They are cost effective when they can provide services for companies so that their high paid consultants can concentrate on the functions that require their expertise.

1. Design three open-ended and three closed-ended questions to measure consumers’ attitudes toward Honda Civic automobiles.

Answer: An example is as follows:

**Open-ended:**

* How comfortable is the driver’s seat in the Honda Civic?
* What is your opinion of the body style of the two-door coupe?
* What did you think of the sound system in the Honda Civic?

**Closed-ended:**

* What exterior colors do you like most of those offered by Honda?  
  \_\_\_ White \_\_\_ Blue \_\_\_Burgundy \_\_\_Taupe
* How would you judge the quality of the ride in the Honda?  
  \_\_\_Very smooth \_\_\_Somewhat smooth \_\_\_No Opinion   
  \_\_\_Somewhat bumpy \_\_\_Very bumpy
* Please rank the following features (with 1 being the most important and 8 being the least important) in their importance to you in buying a new car.  
  \_\_\_ Gas Mileage  
  \_\_\_ Automatic Transmission  
  \_\_\_ Body style  
  \_\_\_ Special feature (power doors, windows, etc.)  
  \_\_\_ Sound system  
  \_\_\_ Acceleration speed  
  \_\_\_ Interior color  
  \_\_\_ Exterior color

1. Once a questionnaire has been developed, what other factors need to be considered before putting the questionnaire into the hands of interviewers?

Answer: Has it been approved by all relevant parties? Has it been pretested and revised? Have appropriate instructions been written for the supervisor and interviewers? Have appropriate visual aids or other supplements been prepared? Has a field management firm been chosen?